

PUBLIC INFORMATION RELEASE

YALE BROADCASTING COMPANY, INC.

242-A YALE STATION, NEW HAVEN, CONNECTICUT

UNiversity 5-6400

Release to: THE EYESTRAIN CREW

Release date: FEBRUARY 23, 1954

TV AUDIENCE REACTION POLL

This is the same deal as last week, except that figures in parentheses indicate cumulative opinions from both weeks. perhaps these are more accurate in category II, for in the first section, naturally choices reflect on the quality of the particular show.

I. Preference of shows presented 8-10 p.m. February 23, 1954

	<u>LIKE</u>	<u>DISLIKE</u>	<u>INDIFFERENT</u>
Best Lecture	2 (7)	9 (11)	5 (8)
Yale Sings (Duke's Men)	25 (50)	0 (1)	8 (12)
Swingtime	12 (25)	1 (2)	8 (12)
Who's My Father?	14 (23)	9 (19)	8 (14)

II Types of shows preferred in general:

	<u>LIKE</u>	<u>DISLIKE</u>	<u>INDIFFERENT</u>
Music Shows	33 (62)	3 (4)	4 (11)
Quiz and Panel Shows	15 (26)	12 (28)	13 (23)
Educational Programs	18 (34)	8 (13)	14 (30)
Sports Events	28 (57)	5 (6)	7 (14)
Sports Shows (other)	11 (30)	12 (17)	17 (30)
Variety Shows	23 (52)	8 (12)	9 (13)
Drama	23 (43)	6 (12)	11 (22)

Average time spent watching TV 2.3 hours per week as contrasted with group interviewed last week who said they watched 3.4 hours per week. Cumulative average is 2.84 hours per week.

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YALE BROADCASTING COMPANY, INC.
325-A YALE STATION, NEW HAVEN, CONNECTICUT
UNIVERSITY 3-0100

Release for:
Release date:

Favorite TV Shows were:

- | | |
|--------------------|---|
| 1. Sports (varied) | 5 |
| 2. Omnibus | 4 |
| 3. Jackie Gleason | 2 |
| 4. Studio 1 | 2 |
| 5. Fred Waring | 2 |

Things liked most about WYBC-TV:

1. Yale atmosphere, familiarity, seeing friends, etc.
2. Programs (principally music and variety)
3. Announcers (Shepperd and Loucks)

Liked least about WYBC-TV:

1. General lack of polish
2. Camera work, direction
3. Type of shows (panel), lack of visual appeal on shows
4. Tech (mostly audio)

Other suggestions included:

1. News Commentary
2. Movies.

